TITLE OF PAPER, line 1
SUB-TITLE OF PAPER, line 2 if needed

ABSTRACT

Purpose
What are the reason(s) for writing the paper or the aims of the research?

Design/methodology/approach
How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

Findings
What was found in the course of the work? This will refer to analysis, discussion, or results.

Research limitations/implications (if applicable)
If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process. Not all papers will have research implications.

Practical implications (if applicable)
What outcomes and implications for practice, applications and consequences are identified? How will the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact? Not all papers will have practical implications.

Social implications (if applicable)
How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

Original/value
What is new in the paper? State the value of the paper and to whom.

Keywords: Keyword 1, Keyword 2, ……… 5 keywords as a minimum.

1. FIRST HEADING 1, BOLD ARIAL 14 POINT ALL CAPS, SPACE ABOVE 24 PT AND 12 PT BELOW

This template has to be used for papers submitted to the ATHENAEUM conference. It applies to both full and final papers as well as "work in progress". It is not sufficient to change normal text to 14 pointed bolded Arial text to make a heading, it actually need to be in a heading format, which will cause problems when proceedings is put together.

The allowed number of pages is 16, including the front page and references. Papers are NOT allowed to exceed this page limit. Papers exceeding this limit and/or not following the formatting requirements will not be sent out for review.

The abstract should be in Times New Romans, 12 point with single line spacing, 0pt space above and below. Fill in all the required categories. The text of the entire abstract should not exceed 250 words.

The main text should be in Times New Romans, 12 point with single line spacing. Space above 6pt and 0pt below. The margins should be 2.5 cm all around the page. For reasons of the printing process you cannot change any of these settings.

1.1. Heading 2, bold Arial 14 pt, space above 12pt and below 6pt

The template will automatically take care of the amount of space above and below headings.

1.1.1. Heading 3,Arial 12 point bold, space above 12pt and below 0pt

This line is just a text to fill up the format.

Heading 4, Arial 12 point, no numbers, space above 12pt and 0pt below

It is permitted to use *italics* and/or **bold type** in the text, but it should be limited.

2. REST OF HEADING 1, HERE ABOUT BULLET LISTS

The following list is an example of how a list will look like according to this template. This paragraph is of course with normal paragraph format. Then the list is:

(extra line in front of list, to be inserted manually)

- Number 1;
- Number 2;
- Number 3.

(extra line after list, to be inserted manually)

The line after the list has no indentation as all first lines of paragraphs and keeps on like this.

3. FIGURES AND TABLES

This chapter presents a guideline for caption and cross-referencing.

3.1. Figures

The figure caption must be placed below the figure in *italic* Times New Roman 12 point.

Figure 3.1 is an example. A caption is a format – it is not sufficient to change normal text to italic. Figure number should follow the chapters: figure 3.1 is the first figure in chapter 3.

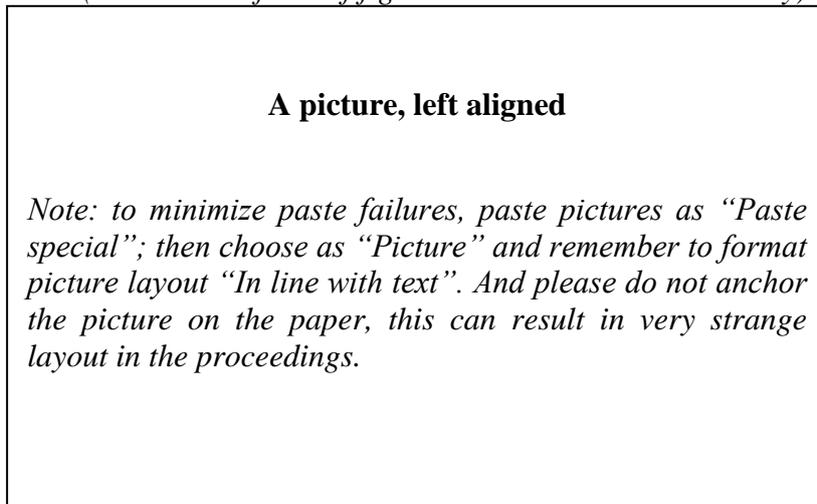*(extra line in front of figures must be inserted manually)*

A picture, left aligned

Note: to minimize paste failures, paste pictures as "Paste special"; then choose as "Picture" and remember to format picture layout "In line with text". And please do not anchor the picture on the paper, this can result in very strange layout in the proceedings.

Figure 3.1 An example of a figure caption

Remember to let pictures have a paragraph format and activate "keep with next" function, otherwise the picture and caption may end up on separate pages.

If the caption can be made automatically, so can the cross-reference. This is very convenient. Only label and number need to be included as in the example here: Figure 3.1, and not the caption text or hyperlink.

3.2. Tables

Tables can also be made with automatic number caption. The caption must be above the table and in *italic* Times New Roman 12 point. The borders of each table may vary, but Table 3.1 is a suggestion, keep it simple! "Table 3.1" indicates first table in chapter 3.

(extra line in front of tables must be inserted manually)

Table 3.1 An example of a table caption and layout

Table	As	it
should	be	in
ATHENAEUM	documents	please

(extra line after table must be inserted manually)

Remember to let the table caption have a paragraph format and activate the "keep with next" function, otherwise the caption and the table may be on separate pages.

If the caption can be made automatically, so can the cross-reference. This is very convenient. Only label and number need to be included as in the example here: Table 3., and not the caption text or hyperlink.

4. CONCLUSIONS

NOTE 1:

This document can be saved as a template in our computer by using the following functions: "save as", choose Template and put in your *template* directory (which is often under the Microsoft Office folder). Before doing so, erase all the text from this document; the attributes of different styles will remain.

NOTE 2:

When opening a new file based on this document, please open word, choose new file and then choose this template as a basis. Do not open this document directly and start to work in it because some attributes of the template will then be substituted by your computer's "normal" template.

ACKNOWLEDGEMENTS (MADE IN THE SAME FORMAT AS HEADING 1 BUT WITHOUT NUMBERS)

Remember to acknowledge the persons and financial organizations who have supported you.

REFERENCES (MADE IN THE SAME FORMAT AS HEADING 1 BUT WITHOUT NUMBERS)

The references are made in Times New Roman, 12 point with single line spacing. 0pt space above and 2pt below, hanging.

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams *et al.*, 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

- *For books*: Surname, Initials (year), *Title of Book*, Publisher, Place of publication.
  e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.
- *For book chapters*: Surname, Initials (year), "Chapter title", Editor's Surname, Initials (Ed.), *Title of Book*, Publisher, Place of publication, pages.
  e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.
- *For journals*: Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.
  e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
- *For published conference proceedings*: Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.
  eg Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.
- *For unpublished conference proceedings*: Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date).
  eg Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June,

Heraklion, Crete, available at: http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf (accessed 20 February 2007).

- *For working papers:* Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.
  e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
- *For encyclopedia entries (with no author or editor): Title of Encyclopedia* (year) "Title of entry", volume, edition, *Title of Encyclopedia*, Publisher, Place of publication, pages.
  e.g. *Encyclopaedia Britannica* (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71.
  (For authored entries please refer to book chapter guidelines above.)
- *For newspaper articles (authored):* Surname, Initials (year), "Article title", *Newspaper*, date, pages.
  e.g. Smith, A. (2008), "Money for old rope", *Daily News*, 21 January, pp. 1, 3-4.
- *For newspaper articles (non-authored): Newspaper* (year), "Article title", date, pages.
  e.g. *Daily News* (2008), "Small change", 2 February, p. 7.
- *For electronic sources*: if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed.
  e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: http://www-128.ibm.com/developerworks/library/ws-wsrp/ (accessed 12 November 2007).
  Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

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